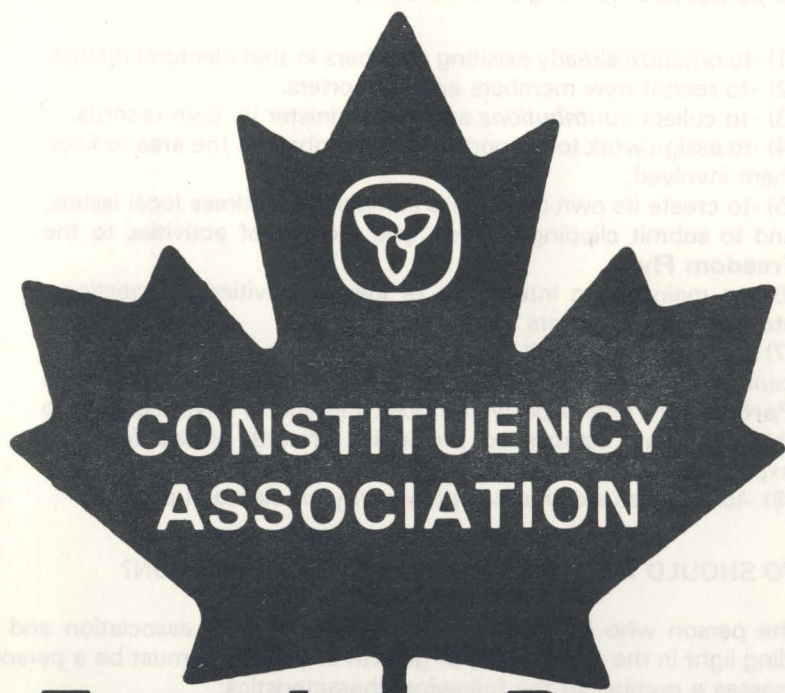


FORMING A



CONSTITUENCY ASSOCIATION

Freedom Party

GETTING THE BALL ROLLING

The purpose of this pamphlet is to serve as a *guide* for those individuals and groups who would be interested in forming and operating a *constituency association* for **Freedom Party**. It is a basic outline of what constituency association officers and supporters can expect from provincial headquarters, and of what provincial headquarters expects from them.

Although this guide is not meant to restrict the methodology or practices of local constituencies, certain political and marketing objectives of the provincial headquarters (which are probably self-evident) should be taken into account.

WHY TO FORM A CONSTITUENCY ASSOCIATION:

The *purposes* of forming a constituency association (C.A.) are as follows:

- (1) -to organize already existing members in that electoral district.
- (2) -to recruit new members and supporters.
- (3) -to collect *contributions* and to administer its own records.
- (4) -to assign work to supporters and members in the area to keep them involved,
- (5) -to create its own awareness campaigns, address local issues, and to submit clippings, notes, and records of activities to the **Freedom Flyer**.
- (6) -to maintain an interaction of ideas, activities, suggestions, etc., with headquarters in London.
- (7) -to search for, well in advance of an upcoming election, a *candidate* for the riding in the next *provincial* election. (**Freedom Party** is *not* a federal party, nor does it intend to devote energy to this area until established provincial strength allows for such expansion.)
- (8) -to organize election campaigns in your electoral district.

WHO SHOULD FORM A CONSTITUENCY ASSOCIATION?

The person who decides to found a constituency association and be its guiding light in the early stages of growth in your area must be a person who possesses a number of the following characteristics:

A potential C.A. founder

- (1) must be in a stable employment or income position.
- (2) should be well-rooted in the community, should have lived there for some time, should know the people and community issues, and should be aware of relevant political history.
- (3) should be in a stable residency situation. He should see himself living in that area for the next three or four years.
- (4) has been involved in community activities such as area sports, church, community groups and associations. The exposure that accompanies activities of this sort is always a political asset, not to mention the *experience* one may acquire at the organizational level of these activities.
- (5) must be able to organize executive and recruiting meetings. (Provincial headquarters will gladly offer assistance in this area.)
- (6) should be able to delegate tasks and responsibilities to others with similar relevant qualifications,
- (7) must plan to keep members in the riding busy and motivated with various tasks,
- (8) should enjoy speaking or being spokesman for **Freedom Party** in the riding, and
- (9) should have a good deal of patience and perspective.

ONCE A DECISION TO GO AHEAD IS REACHED, *WHAT DO WE DO?*

The first thing to do is to submit a request to **Freedom Party** headquarters for *constituency association* status. An executive of the party, usually the president, will meet with the individual(s), discuss requirements, qualifications, and objectives.

Once we give the go-ahead, the president and other executives of the new association will register with the Electoral Commission, set up a bank account, develop a simple set of records and start to work!

Through all of this, you can count on and expect help from headquarters, whether it has to do with registration, designing forms, organizing recruiting meetings, issuing press releases, designing stationery, offering public speaking tips, providing position papers and other materials (including cassette tapes featuring examples of the executive in media situations), etc.

After you have been approved by **Freedom Party** headquarters, formed your C.A., and registered with the Elections Commission, then you should be ready to make your initial public statement and introduction to the media. For an initial press meeting, C.A. executives should rent or have access to a respectable-looking meeting room suitable to the event. (You may wish to combine your press release with a recruiting meeting or with a meeting where several committed members would show up.) Invite the media at least seven to ten days in advance of the event.

An example of a media invitation is shown below:

MEDIA RELEASE

Freedom Party is pleased to announce the formation of its' first Ottawa-based riding association:

THE OTTAWA SOUTH FREEDOM PARTY CONSTITUENCY ASSOCIATION

Freedom Party is a new political alternative based upon principles favouring free markets, less government intervention, and upon the recognition of *individual*, as opposed to *group* rights.

With a current local membership of (no. of members in electoral district), the newly-formed association intends to announce its presence in the form of a public meeting to be held:

Tuesday, November 26 1984*

7:30 P.M.

THE PARK PLACE HOTEL
100 KING STREET,
OTTAWA, ONTARIO
X0X 0X0

RONALD MCDONALD ROOM

The meeting will feature presentations by the local association's president, Fred M. Partie, and a guest speaker. Members of the public are welcome.

Contact: Fred M. Partie, 555-1234

LEGAL REQUIREMENTS:

These are covered in the booklet *Pocket Guide to Election Finances Law of Ontario* (January 1984), which is published by the *Commission on Election Contributions and Expenses*. A copy will be given by **Freedom Party** headquarters to your C.A. upon our receipt of your application. The most important thing to be aware of is that you *must* have a 'Chief Financial Officer' for your association; beyond that, everything is really quite simple and largely amounts to a matter of keeping track of contributions, issuing *receipts* at year-end, and staying within the commissions stated rules.

FREEDOM PARTY REQUIREMENTS:

Money:

The first \$15 plus 10% of all contributions above that amount (within a *membership year**) must be remitted to provincial headquarters. This remittance will barely cover the expense of the services, pamphlets, newsletters, visits, etc., that will be incurred in the operation of your association and its campaigns in the period ahead, but it will help us out. Meanwhile, you get to use the remaining 90% for any of your local expenses or elections.

Policy:

Contact us if you feel that clarification is required on any major policy statement you are about to make in your area on controversial (or unpopular) issues (i.e., *self-defence, abortion, drug use*, etc.). Provincial executive does not demand that each area advocate 'our view' on an issue, but we are pretty firm on *not advocating* greater government intervention or the violation of individual rights.

For example, we see no problem if a rural constituency association wants to advocate *voluntary* farmer-controlled co-operatives to replace government marketing boards, or if an area C.A. only wants to advocate decriminalizing marijuana and controlling access to minors in the same way we prohibit children from buying cigarettes. We'll just have to trust the association spokesman's (or candidate's) assessment of his neighbours and have some consideration for the spokesman's comfort with the position he is advocating (as long as it is a position moving in the direction of less government and more freedom, and insofar as it does not contradict the party's statement of principles).

During an election campaign, issues outside the scope of the provincial government should be ignored (i.e., military spending, drug laws). Of course, exceptions must be allowed in cases where such issues have a pressing relationship to an area of the provincial government, but unless this is the case, there is no purpose to it.

* -a *membership year* is a calendar year beginning with the month that an individual member joins. Therefore, the *membership year* for a member or supporter who joined **Freedom Party** in November would end on the last day of October in the year following.

Contact provincial headquarters for advice in these matters. It is *essential* that your positions do not contradict or misrepresent official party policy, but your position does not have to be all-inclusive if it is a political liability. Admittedly, this may be a difficult decision to make, but that's why the provincial executive is here --- to assist your promotion of freedom in the best way to suit your neighbourhood.

Tips on Promotion:

Once two or more people have decided to become the C.A. executive, they must determine a *course of action!* (*Don't* get bogged down in 'meetings'!) The actions you take should generate *credibility* in the community and in the media and should be aimed at long-term results, not at short-term, instantaneous bursts of publicity.

The issues you choose to get involved with should be long-term in implication and should focus on the conflicts and problems in *your* community. Issues could encompass *taxation, censorship, plant closings, hospital care, property expropriation*, etc.

Each member of the executive should be introduced with a stress on any relevant qualifications that would enhance credibility. All executive members should be well-groomed, well-dressed, and polite. Nothing of a sensational nature is required; appear authoritative, in control, competent!

If there is an issue that your association would like to address and make a crusade of, we recommend waiting three or four weeks after your initial media release. This will clarify the purpose of your meeting (i.e., to *introduce* the association to the public, etc...) and will allow for even additional media exposure when you *do* address an issue on a separate occasion.

At the meeting, it is advisable to hand out a release to the press like the one below, so they can make 'accurate quotes' of things you have said. A well-prepared brief accompanying your verbal statements is a great asset for lazy, bored, or less than competent reporters. Here's a sample:

MEDIA RELEASE

*Freedom of choice
is what we're all about!*

November 15, 1984

The **Freedom Party** movement has spread to Ottawa, where a new constituency association has been formed in Ottawa South.

Its president, Fred M. Partie, stressed that '**Freedom Party** is a party that upholds the concept of *individual* (as opposed to *group*) rights.'

Chief Financial Officer, Cathy Smith, indicated that the one thing all the other parties have in common is 'further government interventions in one area of our lives or another.'

'And *censorship*,' adds association secretary David Adams, 'has spread to virtually every avenue of communication in Canada.'

The time to stop this massive government encroachment into the private lives of individuals is *now*, say party representatives. With the dual intentions of raising local party support and promoting its 'freedom' perspective of public, the Ottawa-based constituency association intends to

Try to concentrate on issues that will endear a fairly substantial percentage of the public to your position. Focus on an area of *freedom* where all the other political parties hold opposite (and wrong) positions. This will clarify the public's perception of **Freedom Party** as *the* alternative.

Freedom Party should be seen as the voice of reason, individual rights, and *common sense*.

Our positions should be promoted simply and in short statements. We must never *sound* radical. Fresh, new, reasonable, yes --- but not radical in *appearance*. We must sell our ideas as an obvious and reasonable approach to government running amock. Don't get involved in *irrelevant* debates (i.e., those that the *general public* has no interest in).

As a political organization, **Freedom Party** intends to market the most saleable and positive aspects of *freedom*. You don't have to feel obligated to discuss every possible application of a free society with your audience. Whenever possible, discuss only the main marketable issues in public but feel free to *privately* discuss more detailed subjects.

Avoid straying into subject areas that your audience is not interested in. Common sense preparation will help prevent the press from tricking you into discussing 'libertarian exotica' like 'legalizing heroin' or 'cutting off all pensions for the old', etc. Never make pronouncements that will demoralize your supporters, shock the general public, or generally alienate the vast middle class that must ultimately be our bedrock of support at election time.

Talk *with* them about *their* lives and problems, not *at* them about *your* pie-in-the-sky (to many of *them*) theories.

Until there *is* an issue that clearly presents itself (i.e., one that's getting a lot of media coverage and where *our* position can be exploited), constituency association activists can and should be engaged in activities such as the following:

- (1) -writing letters to the editor of the local daily paper approximately once a month,
- (2) -using 'access' programs on local FM radio stations. These are 'free-time' broadcasts, usually available to anyone who wants to use them.
- (3) -getting fundraising commitments from members and supporters (i.e., \$10 per month in post-dated cheques). Know and emphasize the tax refundable opportunities in the contributions.
- (4) -sending letters to teachers, libraries, radio stations, Optimist Clubs, Rotary Clubs (offer to provide dinner speakers), etc., indicating a willingness to participate in debates, classes, etc., to promote the 'freedom' position on any major topic or issue,
- (5) -sending appropriate pamphlets to high-school politics and history teachers with a covering letter indicating a willingness to provide speakers to explain the 'freedom' position on *free trade, statism, government, rights, etc.*,
- (6) -receiving city hall agendas and government reports to keep abreast of opportunities to make a public statement, or to appear at councils and committees to question their specific intrusions into areas of freedom of choice (i.e., sign by-laws, censorship, taxation, government support of the arts, sports, etc.). Virtually every civic issue has its provincial implications.

This is just a sampling of the activities you could initiate. The ball will start rolling as you increase your activity, and more residual attention will become focused on your association.

A Few Do's and Don'ts:

On Tactics:

Freedom Party members must never use tactics associated with 'radical elements'. This means no public picketing or demonstrations. These methods, while definite publicity getters, are representative of a negative marketing approach (picketers and demonstrators are always *against* something) that will alienate the large middle class from whom we must ultimately get our support. There are always other ways to make a point *and* win the approval of the public while getting your position aired. Headquarters will be glad to help. Always feel free to call us, especially if you think that an exception should be made to this rule.

On Debating:

Never abrasively argue to make your point, publicly or in private discussions. This will turn people right off. Worse, it could make them your enemies, working against you. *Better a passive opponent than a bitter enemy.* Discuss your ideas only with those who are interested in your basic premise: *freedom*.

The public will, in the long run, be impressed by your apparent reasonableness, cool-headedness, consistency, and determination. Don't destroy it all with one ill-timed outburst of frustration or anger. You don't have to *agree* with your opponents, but you should *respect* their right to express that disagreement.

On Organizing Activity:

Have each active party member or supporter in your area assigned certain specific tasks. Most members will volunteer to do a fair bit of work if you (a) give them something specific to do, (b) give them a specific deadline to have it done by, and (c) if you acknowledge their contribution consistently.

For example:

<i>Name:</i>	<i>Job:</i>	<i>Due Date:</i>
Dave Dooright 555-2261	-letter to editor on censorship	sent in by Mar. 18, copy to us
Melanie Canuck 555-4166	letter to editor on 'equal pay' concept & effect on women	sent in by Mar. 25, copy to us
Brian Jones 555-0010	send <i>Freedom!</i> pamphlet to all history classes in city	stuffed, typed at office next Tuesday night

(over)

Murray
555-1128

clip out accumulated
newspapers and put clip-
pings in file cabinet under
appropriate file

next Monday & Tuesday
night

If asked, virtually all members will volunteer time or effort *if* you ask them for something specific. *Don't* say 'if you're interested in helping, call us...' or something equally vague. Rather, 'would you like to come up to the office for two hours next week to clip out some of our newspapers...', then commit them to time and day.

Most supporters will do some work for you if they find a competent and inspiring leadership that is making good use of their contribution.

THE ULTIMATE OBJECTIVE: PROMOTING A GOOD CANDIDATE WITH A CREDIBLE AND RESPECTABLE CAMPAIGN IN THE NEXT PROVINCIAL ELECTION:

As a provincial constituency association, your political emphasis should be geared to provincial elections. *Federal* elections, at this time and within our current legal framework, are not included in this discussion.

Provincial elections can be anticipated fairly reliably. In the case of majority governments, 3-4 year terms have been the rule, although a five-year term is the legal limit. Budgets that begin to give away 'goodies', measures that take pressure (temporarily) off government repression, increased deficits, 'pressing' social reforms, etc., are all signs that an election is coming.

Preparation is all-important.

Ideally, a candidate should be selected about a year in advance. This will enable the constituency association to prepare a campaign, raise a lot of money, and will enable the candidate to promote himself in the community (though not as the *candidate*, yet).

Even a year in advance, a constituency association can be asking for increased donations from members, preparing letters asking local businesses for money and support, developing campaign logos, images, selection of colours, and can be communicating with headquarters about assistance in designs, typesetting, printing, etc.

The more lead-time there is available to get manpower committed, timetables worked out, maps examined, literature written, strategy planned, etc., the better. A campaign organizer-manager should also be selected well in advance of the election call.

FREEDOM PARTY OF ONTARIO

P.O. BOX 2214, STN. 'A',
LONDON, ONTARIO
N6A 4E3
(519) 433-8612

*Freedom of choice
is what we're all about!*